

File copy
10-20-52

FRANCES HUGHES, ASSOCIATE EDITOR

1952

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 17, 1952</u>			
Friday	WEEKLY MILLINERY	LEADING NEW YORK	HOTEL PIERRE
October 17	FASHION SHOWS	MILLINERS	CAFE PIERRE
6:00 P.M.-	"Head-Lines"--informal presentation of hats, in cooperation with the Millinery Fashion Bureau, will be shown during cocktail hour. <u>October 17:</u> Harryson Hats. <u>October 24:</u> Hattie Carnegie. <u>October 31:</u> Emme. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Millinery Fashion Bureau Publicity: Mary Kelley, LO.4-7800. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
7:00 P.M.			
Cocktails			
<u>WEEK BEGINNING SUNDAY, OCTOBER 19, 1952</u>			
Sunday	TWENTY-FIRST ANNUAL	N.Y. HERALD TRIBUNE	WALDORF-ASTORIA
October 19-	HERALD TRIBUNE FORUM		BALLROOM
October 21	Theme: "Building Leadership for Peace". Sunday evening's opening in U.N. Building; other sessions at Waldorf-Astoria. Theme of Monday evening's (7:45 P.M.) session--"New Frontiers for American Industry", with a fashion presentation and address by French couturier Pierre Balmain. Contact: Mae W. Stabler, Director of Information, PE. 6-4000.		
Monday	FASHIONS ADAPTABLE	McCREERY'S	4TH FLOOR
October 20	TO HELICOPTER WEAR		
9:30 A.M.	"Fashions With A Future"--McCreery's will show how helicopter passenger service will effect fashions. A Doman Helicopter will be on display. By invitation only. Publicity: Georgine Thomson, WI. 7-7000, Ext. 228.		
Breakfast			
Beginning	ANNUAL ADVERTISING	ADVERTISING WOMEN	HOTEL ASTOR
Monday	SURVEY COURSE	OF NEW YORK, INC.	NORTH BALLROOM
October 20	First session: Subject--"Advertising"--its objectives and its contributions to living. Speaker: Thomas H. Young, U.S. Rubber Co. Fee for course: \$15.00. Contact: Margaret Eleanor Stark, LU. 2-2880.		
6:30 P.M.-			
8:45 P.M.			
Monday	TWELFTH FASHION	THE FASHION GROUP, INC.	CARL FISCHER HALL
October 20	TRAINING COURSE	(9 ROCKEFELLER PLAZA)	165 WEST 57TH STREET
7:30 P.M.-	Subject: "Designing"--ready-to-wear; using Museum resources. Speakers: Elizabeth Hilt, Henry Rosenfeld; Carolyn Schnurer, Carolyn Schnurer, Inc.; Polaire Weissman, The Costume Institute, Metropolitan Museum of Art. Fee \$2.00 for individual lectures. Contact: The Fashion Group, CI.7-3940.		
9:30 P.M.			
Beginning	RARE SAMPLERS IN	TRAPHAGEN SCHOOL	1680 BROADWAY
Monday	DECORATIVE ITEMS	OF FASHION	AT 52ND STREET
October 20-	An exhibition of fine samplers of 100 to 150 years ago from the collection of the Stephen S. Whitman & Son Candy Company, showing fashions in decorative motifs inspiring to the designer, as well as examples of stitches and fine needlecraft. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
October 25			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday October 20	OPENINGS OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present Spring shoe collections, to coordinate with ready-to-wear Spring fashions. Composite display at Guild Office, Shelburne Hotel. Members include: Jerro Brothers; Julianelli; John Marino; Newton Elkin; Palter de Liso; M. Wolf; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS, INC.	INDIVIDUAL SHOWROOMS
October 20- October 25	SUMMER FURNITURE MARKET AT MERCHANDISE MART, CHICAGO. Contact: News Bureau, Merchandise Mart, Chicago 54, Illinois.		
Monday October 20- October 25	1952 NATIONAL BUSINESS SHOW Press preview of 44th National Business Show at 10:30 A.M. General Douglas MacArthur will formally open the exposition during a tape-cutting ceremony. Open 1:00 P.M. to 10:00 P.M. daily; Saturday 1:00 P.M. to 6:00 P.M. Contact: Rudolph Lang, Managing Director, PE. 6-6760.	NATIONAL BUSINESS SHOW	GRAND CENTRAL PALACE LEX. AVE. AT 46TH ST.
Monday October 20- Nov. 8	CERAMIC EXHIBITION Ceramics by Aaron Bohrod and Carlton Ball. Open to public. Publicity: Lucile McLean, PL. 5-0711.	ASSOC. AMERICAN ARTISTS	711 FIFTH AVENUE
Tuesday October 21 9:30 A.M. Coffee	PREVIEW: RESORT AND SPRING SEPARATES Paul Adler Originals, Inc. Resort and Spring "Ensemble Separates". By invitation. Continuous trade showings. Contact: Paul Adler, WI. 7-0152.	PAUL ADLER ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday October 21 12:00 Noon & 4:00 P.M.	OPENING OF HOLIDAY AND SPRING COLLECTION Vera Maxwell will present her Holiday and Spring collection, including fashions for children. By invitation. Contact: Connie Barber or Janet Hutton, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday October 21 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "Performance and Potential of Man-made fibers" discussed by W.E. Coughlin, Director, Textile Laboratory, Good Housekeeping Institute. A report on colors and fibers for Resort and Spring 1953 made by Susan Eastman, Fabrics Editor of "Glamour" Magazine and Chairman of the Fabrics Division. Fabrics arranged by Tom Lee will be on view from 11:00 A.M. until 3:30 P.M. Price: \$4.75 for members; \$5.00 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Tuesday October 21 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Fall and Winter fashions by Mme. Garnett at a benefit luncheon for the N.Y. City Hospital Visiting Committee. Press by invitation. Public by reservation; contact: TE. 8-8000. Garnett Contact: Margaret Troop, EL. 5-5275. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	MME. ELEANORA GARNETT (47 EAST 51ST STREET)	HOTEL PIERRE COTILLION ROOM
Tuesday October 21- October 24	EXPOSITION OF ELECTRICAL PRODUCTS Exposition of latest developments in electrical products, 2:00 P.M. to 10:00 P.M. daily. Publicity: Kathryn Beebe, TR. 9-1328 or CH. 4-1697.	NATIONAL ELECTRICAL INDUSTRIES SHOW	69TH REG. ARMORY LEXINGTON AVE. & 26TH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 21 5:00 P.M.- 7:00 P.M.	COCKTAIL PARTY FOR FOOD EDITORS Food editors of newspapers, magazines, radio and television will be invited to a cocktail party. By invitation. Publ.: Mabel Stegner, EL.5-1837.	WARING PRODUCTS CORP. (25 WEST 43RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday October 22 9:00 A.M.- 12:00 Noon	PREVIEW: "DESIGN-A-GROUP" FURNITURE Press breakfast introducing Modernage "design-a-group" furniture. By invitation only. Publicity: Virginia Burdick, Public Relations, OR. 4-6462.	MODERNAGE FURNITURE CORP.	16 EAST 34TH STREET
Wednesday October 22 12:30 P.M. Luncheon	LUNCHEON SHOWING OF DAVE BELLSEY SUITS "Me And My Shadow"--De Pinna will present Bellciano and Bellciette coats and suits during luncheon, in cooperation with "Cue" Magazine. Press by invitation. Public by reservation; contact: TE. 8-8000. Bellsey Publicity: Sidney Dee Bloeme, JU. 6-4490. De Pinna Publicity: Solita Arbib, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday October 22 12:30 P.M. Luncheon	VARDEN PETITES AT BENEFIT LUNCHEON Showing of Varden's Fall fashions at a benefit luncheon show. By invitation only. Varden Publ.: Elsie Brandt, PE. 6-5460. Altman's Publ.: Ferris Megarity, MU. 9-7000. Pierre Fashion Dir.-Comm.: Nola Luxford, TE.8-8000.	B. ALTMAN & CO.	HOTEL PIERRE BALLROOM
Wednesday October 22 12:30 P.M. Luncheon	GOTHE FASHIONS AT LUNCHEON SHOW Best & Co. will present Holiday fashions by Gothé during luncheon. (<u>Note Change of Store Doing Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothé Publicity: Nona James, CH.4-7658. Best & Co. Publicity: Madlyn Grimes, PL. 9-2000. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 22 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Hannah Troy will present her Cruise line during luncheon for the Deborah Sanatorium. For reservations, contact: Mrs. H. Ross, EN. 2-7828. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	WALDORF-ASTORIA SERT ROOM
Wednesday October 22 7:00 P.M. Dinner	ANNUAL SPICE TRADE DINNER Annual dinner of American Spice Trade Association. Publicity: Syril Ivler, LO. 5-3210.	AMERICAN SPICE TRADE ASSOCIATION	HOTEL ASTOR GRAND BALLROOM
Thursday October 23 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aronowicz Contact: Annette Meyer, PL. 3-2698. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS (19 WEST 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday October 23 1:00 P.M. Luncheon	TOWN & COUNTRY FASHIONS AT LUNCHEON Showing of Sport & Travel custom originals during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORT & TRAVEL (511 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 23 2:45 P.M. Cocktails	PREVIEW OF SWIMSUITS & PLAYCLOTHES FOR 1953 Rose Marie Reid presents 1953 swimsuits to the press and resident buyers. By invitation only. Publicity: Betty Rich, WI. 7-3260.	ROSE MARIE REID (1410 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Postponed October 23	THE HOUSE OF SWANSDOWN PRESS PREVIEW OF SPRING COATS AND SUITS, SCHEDULED FOR OCT. 23, HAS BEEN POSTPONED TO THURSDAY, NOV. 6 AT 4:30 P.M. (See Pg.6)		
October 26	GIRL SCOUT WEEK (OCT. 26 - Nov. 1).		
Sunday October 26- October 30	STYLE EXHIBIT OF SHOES IN CHICAGO "Fashion-Vues" -- 34 displays of men's, women's and children's fashions; costumes by top designers coordinated with fabrics, accessories and shoes. Contact: Alice Dowd, PL. 3-8293.	NATIONAL SHOE FAIR	PALMER HOUSE, CHICAGO RED LACQUER ROOM
Monday October 27 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW GIRDLE DESIGN Treo presents a new conception in girdle design that gives "fit in motion". By invitation only. Publicity: Lind-Gilbert Associates, PL. 3-4786.	TREO COMPANY	LE VIE EN ROSE 123 EAST 54TH STREET
Tuesday October 28 9:30 A.M. Breakfast	PREVIEW: BONNIE CASHIN FASHIONS IN RAINWEAR Press preview of Resort and Spring rainwear, designed by Bonnie Cashin. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	MAIN STREET FASHIONS	257 WEST 39TH STREET SHOWROOM
Tuesday October 28 11:00 A.M.	PREVIEW OF SPRING HATS FROM PARIS E. C. Sherrer, importer of straws, will present Paris millinery to press and trade. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	E. C. SCHERRER	15 WEST 37TH STREET SHOWROOM - 3RD FLOOR
Postponed October 28	BAITCH & CASTALDI PRESS PREVIEW OF COATS DESIGNED BY CASTILLO, SCHEDULED FOR OCT. 28 at 4:00 P.M., HAS BEEN POSTPONED UNTIL FURTHER NOTICE.		
Wednesday October 29 12:30 P.M. Luncheon	JERRY PARNIS FASHIONS AT LUNCHEON Best & Co. will present Resort and Holiday fashions by Jerry Parnis during luncheon. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: TE. 8-8000. Jerry Parnis Contact: CH. 4-0619. Best & Co. Publicity: Madlyn Grimes, PL. 9-2000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BEST & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday October 29 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aranka Gyorky Publicity: Winifred Keay, RE. 4-6436. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARANKA GYORKY (15 EAST 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 29 2:30 P.M.	PRESS SHOWING: SPRING AND SUMMER COATS Lawrence of London will present a new collection of multi-purpose water-repellent coats for Spring and Summer 1953. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM-11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 29 2:45 P.M.	FALL AND WINTER FASHION SHOW Sydell's custom order and ready-to-wear fashions at a benefit show. By invitation only. Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR BALLROOM
Thursday October 30 2:00 P.M.	ISRAELI AND AMERICAN FASHION PRESENTATION "Israel Fashion Cruise"--showing of resort and cruise wear by America's leading designers, in addition to new fashions from Israel. Commentator: Ilka Chase. Admission: \$250.00 purchase of Bonds for Israel. Contact: Suite 2200, 120 Broadway, PL. 7-5762. Publicity: Sidney Gross, RE.2-9500; or Mildred Kaldor, MU. 9-5420.	COOPERATING ORGANIZATIONS	MANHATTAN CENTER 34TH ST. & 8TH AVENUE
Thursday October 30 4:00 P.M. Cocktails	HOLIDAY AND RESORT CUSTOM MILLINERY "New Hats To Wear Under Palm or Pine"--Milgrim's presents their Holiday and Resort custom millinery collection. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	MILGRIM	6TH FLOOR SALON
Beginning Saturday Nov. 1	SPRING OPENINGS IN ST. LOUIS Contact: Promotion Director, 915 Olive St., St. Louis, Mo.	ST. LOUIS FASHION CREATORS	ST. LOUIS MISSOURI
Monday Nov. 3 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOW Saks Fifth Avenue will present Mollie Parnis' fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. Mollie Parnis Publicity: Eleanor Lambert, MU. 8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

Beginning Monday Nov. 3	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. DEITSCH, WERSEA & COPPOLA ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. GRABOIS FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP.	MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			

Nov. 4 ELECTION DAY (Tuesday)

Tuesday Nov. 4- Nov. 11	SIXTY-FOURTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N. OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
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Wednesday Nov. 5 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS Sylvan Rich will present Martini Designed fashions to the press. By invitation. Trade showings, 10:30 A.M. and 2:30 P.M., Nov. 6 and Nov. 7. Thereafter, 10:30 A.M. only. Publ.: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 5 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Fashion For Girls, Gals, and Grandmas"--Jane Engel will present fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Jane Engel Publicity and Commentator: Louise G. Fried, RH. 4-0300. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JANE ENGEL, INC. (50 EAST 79TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 5 12:30 P.M. Luncheon	COTILLION BALL GOWNS AT LUNCHEON SHOW Bonwit Teller will show Cotillion ball gowns during luncheon. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 5 2:30 P.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. <u>Resident buyers' preview of Frank Gallant collection, with Brigance group, on Thurs., Nov. 6, at 2:30 P.M.</u> Daily trade showings at <u>10:30 A.M., beginning Tuesday, Nov. 11.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Wednesday Nov. 5 6:00 P.M.	CAREER GIRL FASHION SHOW Milgrim will present the third in a series of Career Girl fashion shows at Pamper House. Open to public. Publicity: Nadine Bertin, CI. 7-7200.	MILGRIM	PAMPER HOUSE 600 FIFTH AVENUE
Thursday Nov. 6 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior, New York, Inc. will present his Spring fashions at a preview for the press. By invitation only.	CHRISTIAN DIOR, NEW YORK, INC.	730 FIFTH AVENUE SALON
Thursday Nov. 6 1:00 P.M. Luncheon	DESIGNER COLLECTIONS IN M. & W. THOMAS COTTONS De Pinna presents M. & W. Thomas cotton fashions for men, women and children. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: M. & W. Thomas--The Miles, CH. 2-2344; De Pinna--Solita Arbib, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 6 4:30 P.M. Cocktails	PREVIEW OF SPRING COATS AND SUITS The House of Swansdown will present a press preview of Spring coats and suits. (<u>Note Change of Date</u>). By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	SHERRY NETHERLAND CHANTECLAIR ROOM
Friday Nov. 7 10:30 A.M.	PREVIEW OF SPRING COATS AND SUITS "Spring Is Here"--Seymour Fox will present Spring coats and suits to the press. By invitation. <u>Trade showings at 10:30 A.M. on Nov. 11, 12, 13, 18, 19, 20.</u> Publicity: Ann R. Silver Associates, MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Friday Nov. 7 12:00 Noon Luncheon	PREVIEW OF SPRING FASHIONS BY BRANELL Press showing of Spring fashions by Branel. Trade showings, beginning Tues., Nov. 11, at 12:00 Noon and 4:00 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 8- Nov. 15	"GIFT HANDKERCHIEF WEEK" -- Publicity: Mary Marsh, PL. 7-5809.	THROUGHOUT THE COUNTRY	
Beginning Monday Nov. 10 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy will present her Spring collection at 1:00 P.M. daily. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Nov. 10 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 68TH SEASON Grand opening of the 1952-53 Metropolitan Opera Season, with presentation of Verdi's LA FORZA DEL DESTINO. Publicity: Margaret Carson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Monday Nov. 10- Nov. 17	CALIFORNIA NATIONAL PRESS WEEK Fashion editors from all over the country will review Resort, early Spring and custom collections in California. Contact: William C. Kent, Executive Director, 740 South Broadway, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Beginning Tuesday Nov. 11 10:30 A.M.	SPRING SUIT AND COAT COLLECTION Opening of Arthur Jablow's Spring coat and suit collection, with daily showings at 10:30 A.M. and 2:00 P.M. Contact: PE. 6-7530.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 11 10:45 A.M.	PRESS PREVIEW OF SPRING FASHIONS Maria Krum will present her Spring collection to the press. By invitation only. Publicity: Helen Galland, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON
Beginning Tuesday Nov. 11 4:00 P.M.	OPENING OF CRUISE & SPRING COLLECTION Opening of the Joseph Halpert collection designed in America by Jacques Fath, showing day and evening fashions for Cruise and Spring. Daily showings thereafter at 4:00 P.M. By reservation only. Publicity: Edith Jordan, WI. 7-7400.	JOSEPH HALPERT - BY JACQUES FATH	530 SEVENTH AVENUE SHOWROOM
Wednesday Nov. 12 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Fall fashions by Nelly de Grab will be presented during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Nelly de Grab Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	NELLY de GRAB	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 12 12:30 P.M. Luncheon	PREVIEW OF FRENCH MILLINERY IMPORTS "Buckram For Form and Fashion"--French millinery imports, specially selected for the Buckram Shape Manufacturers, will be presented to the press and trade. By invitation only. Publ.: Maud G. Moody, LE. 2-4049.	ASSOCIATED BUCKRAM SHAPE MANUFACTURERS	HOTEL ASTOR ROOF
Wednesday Nov. 12 4:00 P.M.- 6:00 P.M. Champagne	PRESS PREVIEW: NEW SPRING FOUNDATIONS Presentation of Peter Pan's Spring foundations at a cocktail party in their new showroom. By invitation only. Publicity: Lois Weber, Rogers & Cowan, PL. 3-0164.	PETER PAN FOUNDATIONS	389 FIFTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 13 1:00 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON Russeks will present cocktail and evening fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Dir.: Mary Alice Rice, CI.6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Beginning Sunday Nov. 16	SEMI-ANNUAL CORSET MARKET WEEK Contact: Jed Sylbert, Executive Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
Monday Nov. 17 9:30 A.M. Breakfast	PREVIEW: SPRING AND SUMMER BRA FASHIONS "Champagne Party"--a presentation of Lovable's Spring and Summer bras. Preview for the press on Mon. at 9:30 A.M.; for the trade Tues. and Wed. at 9:30 A.M., Fri. at 3:00 P.M. Contact: Hal N. Feit, MU. 6-7788.	LOVABLE BRASSIERE CO.	180 MADISON AVENUE MEZZANINE
Tuesday Nov. 18 10:30 A.M.	ANNUAL SHOWING OF FOUNDATION FASHIONS "New Figures In '53"--Warner Brothers will present foundation fashions. Show followed by luncheon. By invitation. Publ.:Marion Sherwood,MU.3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL ASTOR BALLROOM
Wednesday Nov. 19 12:30 P.M. Luncheon	FASHIONS FROM LEADING DESIGNERS Leading designers will present fashions in Stehli fabrics at a luncheon show, in conjunction with the 50th Anniversary of the Tuberculosis Assoc. Press by invitation. Public by reservation; contact: TE.8-8000. Stehli Publ.: Anita Pine, WI.7-3000. Pierre Fashion Dir.:Nola Luxford,TE.8-8000.	STEHLI & CO., INC. (1372 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 19 12:30 P.M. Luncheon	BEN REIG FASHIONS AT LUNCHEON SHOW Bonwit Teller will present fashions by Ben Reig during luncheon. (<u>Note Change of Show</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert,EL.6-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
Thursday Nov. 20 12:30 P.M. Luncheon	GOTHE FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions by Gothé during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gothé Publicity: Nona James, CH. 4-7658. De Pinna Coordinator: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 20 3:00 P.M. Cocktails	PREVIEW OF SPRING SHOE COLLECTIONS Preview of Spring shoe collections by Old Town Shoe Co., manufacturing "Old Maine Trotters"; and Penobscott Shoe Co., manufacturing "Trampeze". Contact: Frederick-Clinton Co., MU. 2-7433.	OLD TOWN SHOE CO.; PENOBSCOT SHOE CO.	47 WEST 34TH STREET ROOMS 418 & 420
Tuesday Nov. 25 8:00 P.M. Dinner & Dance	BENEFIT PARTY FOR COSTUME INSTITUTE "The Midas Touch"--Annual "Party of the Year" presented by the Costume Institute of the Metropolitan Museum of Art. Reservations: \$60.00 each; contact: Julia Raymond, Costume Institute of the Metropolitan Museum, 5th Avenue & 82nd Street, TR. 9-5500, Ext. 380.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM

MOVIES...MUSIC...TELEVISION...THEATRE

- Week of
October 17 FIFTH WEEK: NEW YORK CITY OPERA CO. CITY CENTER, 131 WEST 55TH STREET
Oct. 17: TOSCA; Oct. 18, Mat.: MADAMA BUTTERFLY; Oct. 18, Eve.: LA TRAVIATA; Oct. 19, Mat.: THE OLD MAID AND THE THIEF and AMAHL AND THE NIGHT VISITORS; Oct. 19, Eve.: FAUST; Oct. 22: BLUEBEARD'S CASTLE and L'HEURE ESPAGNOLE; Oct. 23: THE CONSUL. Tickets: \$1.50-\$3.60. Publicity Phillip Bloom, CH. 4-5185.
- Friday
October 17 OPENING: "THE MILLIONAIRESS" SHUBERT THEATRE, 225 WEST 44TH ST.
The Theatre Guild and John C. Wilson present Katherine Hepburn in the Bernard Shaw play. Director: Michael Benthall. Settings: James Bailey. Miss Hepburn's gowns: Pierre Balmain. Publ.: Nat Dorfman, LO. 3-0858.
- Friday
October 17 PREMIERE: "THE GOLDEN HAWK" (Movie) PALACE THEATRE, B'WAY & 47TH STREET
Columbia Pictures Technicolor production of pirates and the sacking of Cartagena. Starring: Rhonda Fleming and Sterling Hayden. Producer: Sam Katzman. Director: Sidney Salkow. Publ.: Hortense Schorr, CI. 5-5000.
- Beginning
Monday
October 20 GILBERT & SULLIVAN OPERETTAS MARK HELLINGER THEATRE, B'WAY AT 51ST ST.
Week of Oct. 20: THE MIKADO; Week of Oct. 27: PIRATES OF PENZANCE;
Week of Nov. 3: H.M.S. PINAFORE & TRIAL BY JURY; Week of Nov. 10: IOLANTHE. Tickets: \$1.20-\$4.80. Publicity: Nat Dorfman, LO. 3-0858.
- Tuesday
October 21 PREMIERE: "THE LUSTY MEN" (Movie) CRITERION THEATRE, B'WAY & 45TH ST.
An RKO release of a Jerry Wald-Norman Krasna production about America's rodeo circuits starring Susan Hayward, Robert Mitchum, Arthur Kennedy and Arthur Hunnicutt. Director: Nicholas Ray. Costumes: Michael Woulfe. Publicity: Don Prince, JU. 6-5050.
- Wednesday
October 22 PREMIERE: "SPRINGFIELD RIFLE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
A Warner Brothers (Warnercolor) production about the Army Intelligence Dept. during the Civil War, starring Gary Cooper and Phyllis Thaxter and featuring David Brian and Paul Kelly. Producer: Louis Edelman. Director: Andre De Toth. Publicity: Eve Siegel, CI. 6-1000.
- Wednesday
October 22 TELEVISION: "FASHION PREMIERE" WABD, CHANNEL 5
Ethel Thorsen and Nils Asther, sponsored by Tish-U-Knit, presents coats by Goldberg-Weissman; suits by House of Swansdown; sportswear by Susan Thomas; furs by Fredrica; hats by Alfreda; dresses by Donnelle; sweaters by Tish-U-Knit. (This show will be repeated on Oct. 29 and Nov. 5). Fashion Show Coordinator and Contact: Gloria Lindner, MU. 9-6278.
- Wednesday
October 22 TELEVISION: "KATE SMITH HOUR" WNBT-TV, CHANNEL 4
Kate Smith will present fashions by Parl Parnes; hats by Laddie Northridge; and Southwest Persian Lamb coats. Contact: Dorothy Daye, CI. 7-8300.
- Thursday
October 23 PREMIERE: "LIMELIGHT" (Movie) ASTOR THEATRE & TRANS-LUX 60TH ST. THEATRE
A United Artists release of Charlie Chaplin's drama-comedy about a fading British Hall artist who rescues a ballet student from suicide. Starring: Claire Bloom and Sydney Chaplin. Producer and Director: Charlie Chaplin. Wardrobe: Drew Tetrick. Publicity: Tess Michaels, CI. 5-6000.
- Wednesday
October 29 OPENING: "DIAL 'M' FOR MURDER" PLYMOUTH THEATRE, 236 WEST 45TH STREET
James P. Sherwood will present Maurice Evans in a new murder melodrama by Frederick Knott. Director: Reginald Denham. Settings: Peter Larkin. Costumes: Noel Taylor. Publicity: Richard Maney, WI. 7-6939.